



**SPONSORSHIP & FUNDRAISING EVENTS MANAGER
(ONE-YEAR FULLTIME RENEWABLE TERM)**

The Manitoba Museum, a not-for-profit and charitable organization, is Manitoba's largest heritage and science centre. We are unique in our combination of human and natural history themes, multi-dimensional interpretation, immersive dioramas, science and astronomy education, with quality school and public programs and exhibits. The Museum is currently embarking on a multi-phased capital campaign, which will see a renewal of 42% of the Museum Galleries by end of 2020.

The Museum is **recruiting a Sponsorship & Fundraising Events Manager** to implement and manage a multi-pronged program targeted at corporate relationships and sponsor partnerships inclusive of stewardship, which generates financial contributions and in-kind donations to meet the Museum's operational needs. In addition, the incumbent manages sponsorship and ticket sales plan as well as logistics for Museum fundraising events, including its annual Tribute Gala.

The successful candidate will have at least five years related experience in the non-profit sector (specifically in fundraising, sponsorship and special events). The candidate is expected to have a certificate in a recognized fundraising program (a degree/diploma would be considered an asset) from a recognized institution. Membership of Association of Fundraising Professionals or and Certified Fund Raising Executive designation are considered as assets.

This is a full-time one-year term renewable position.

A full description is on the next page.

Interested applicants are encouraged to send their cover letters with salary expectations and resume to ladeleyeolusae@manitobamuseum.ca on or before April 16, 2019.

SPONSORSHIP & FUNDRAISING EVENTS MANAGER (ONE-YEAR RENEWABLE TERM)

JOB DESCRIPTION:

Pay Group 7

1. General

Reporting to the Director of Philanthropy, the incumbent is responsible for implementing and managing a multi-pronged program targeted at corporate relationships and sponsor partnerships to generate financial contributions and in-kind donations to meet the Museum's operational needs. In addition, the incumbent manages a revenue plan that includes sponsorships, donations and ticket sales as well as logistics for the Museum's annual Tribute Gala.

2. Key Accountabilities & Typical Duties

A. Priority 1 – Fundraising

To fundraise to meet or exceed the annual Corporate Partnership revenue target and support special project fundraising initiatives.

- i. Plan, research and identify operational programs and special projects suitable for corporate sponsorship.
- ii. Identify corporate prospects, prepare proposals and solicit support in the community to meet or exceed annual budget goals.
- iii. Manage sponsor relations including research, cultivation, writing and completion of sponsorship agreements, impact reports, benefit activation, stewardship and tracking.
- iv. Track existing sponsor activity and maintain an updated prospect database using Raisers' Edge.
- v. Work closely with the Communications Department to develop sponsor benefits and ensure fulfillment of agreed upon recognition for sponsors.
- vi. Support the Director in preparing the annual Fund Development Plan (including strategies, activities and revenue targets) to be included in the annual performance management goal setting.

B. Priority 2 – Event Planning and Execution

In consultation with the Director, plan, execute and evaluate the Annual Tribute and other key corporate and institutional fundraising and stewardship events, ensuring that the net projected budget is met or exceeded where applicable and the Museum's brand is advanced in the community. Position specific responsibilities include:

- i. Setting event financial, attendance and relationship goals and being responsible for meeting or exceeding them.
- ii. Overall event planning, execution and post-event evaluation to ensure continuous improvement and higher future net revenues and other metrics.
- iii. Primary liaison to event sponsors; managing the relationship from the initial ask through to sponsor fulfillment.
- iv. Participate in strategic planning and honoree selection for the Tribute as required.
- v. Manage contacts with Tribute Honoree and Tribute Chair as appropriate.
- vi. Establish an event timeline and manage the execution of the event to ensure integration with overall Museum activity.
- vii. Evaluate and report on the Tribute and maintaining accurate records of event development processes and results in Raiser's Edge.
- viii. Maximize the opportunity to build new relationships with donors and sponsors through strong event management and post-event stewardship.

- ix. In conjunction with the Donor Relations Coordinator, ensure all financial processing related to the event is completed in a timely manner.
- x. Secure and assign support roles to other Development staff, in consultation with the Director of Development, as needed to successfully execute Museum special events.

C. Priority 3 – Relationship Management

To assist the Director of Philanthropy with the ongoing development and implementation of the Museum's stewardship program as it relates to corporate partners, ensuring effective sponsor relationship management.

- i. Manage stewardship of existing and prospective corporate sponsors, with a special focus on renewing existing relationships and achieving multi-year sponsorship agreements.
- ii. Keep an updated profile of all sponsor and prospect activity in Raiser Edge, mining data as required.
- iii. Ensure effective sponsor, donor and supplier relationship management with respect to sponsorship and event programming through negotiating service contracts and gifts-in-kind and working closely with service suppliers.

D. Perform other duties as reasonably assigned

MINIMUM REQUIRED QUALIFICATIONS:

1. Skills, Abilities and Knowledge

- i. Thorough and current knowledge of fund development theory, principles, ethics and practices with special focus on corporate donors.
- ii. Knowledge of promotions and marketing practices and techniques.
- iii. Knowledge of businesses, corporations, foundations and other funding agencies in Manitoba and Canada.
- iv. Experience in managing special events and stewardship programs
- v. Ability to work both independently and as a team member on multiple projects and priorities.
- vi. Ability to write complex proposals and reports.
- vii. Diplomacy and human relations skills for frequent contact of a sensitive nature for such purpose as influencing, negotiating, and securing the cooperation of others.
- viii. Strong commitment and ability to maintain confidentiality.
- ix. Strong organizational skills, a high level of initiative, creativity, diplomacy and discretion in working with the Board of Governors, its committees and the public sectors.
- x. Knowledge of Museum operations, policy and procedure.
- xi. Hands-on ability with computer software, the Internet, and Raisers Edge.
- xii. Ability to perform an occasional activity where standing and lifting objects up to 10 kg is required.

2. Education, Training and Experience

- i. Minimum of a certificate in a recognized fundraising program (a degree/diploma would be considered an asset)
- ii. Minimum of five years of related experience (specifically in fundraising, sponsorship and special events),
- iii. Completion of the Certified Fund Raising Executive (CFRE) designation process is considered an asset, or
- iv. An equivalent combination of education and experience.

This is a fulltime one-year renewable term position commencing in June 2019.
The incumbent will report to the Director of Philanthropy.

Please submit your resume including cover letter stating salary expectations by April 16, 2019
to:

Director of Human Resources
The Manitoba Museum
190 Rupert Avenue
Winnipeg, Manitoba R3B 0N2
ladeleyeolusae@manitobamuseum.ca

*We are not able to acknowledge receipt of applications submitted via Fax or mail.
The Manitoba Museum is committed to employment equity and welcomes diversity in the
workplace. We thank all applicants for their interest; however, only those being considered for
interviews will be contacted.*